

REMARKS

Response to Claim Rejections under 35 U.S.C. § 112, second paragraph

Claims 24 and 41 stand rejected under 35 U.S.C. § 112, ¶ 2 as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Although the Office Action refers to claim 41, it is believed that claim 42 and not claim 41 contains the RAID acronym. The specification has been amended to define RAID as a 'Redundant Array of Independent Disks', in accordance with the customary definition of this acronym as used in the art. It is respectfully submitted that in view of this amendment to the written description, the instant rejection under 35 U.S.C. § 112 has been overcome.

Response to Rejection Under 35 U.S.C. § 101, Double Patenting

Claims 21-51 stand rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over the claims of U.S. Pat. No. 5,963,916 ("the '916 patent"). While Applicant does not acquiesce to the double-patenting rejection, a Terminal Disclaimer in compliance with 37 C.F.R. § 1.321(c) is filed herewith for the sake of expediting the review and issuance of the allowable claims. It is therefore respectfully submitted that the instant rejection is overcome. It is also respectfully submitted that the claims of this pending application are patentably distinct from the '916 patent's claims, and neither the Terminal Disclaimer nor this response shall constitute an admission by Applicant that the new claims are obvious in view of the claims of the prior patent.

Response to Rejection Under 35 U.S.C. § 103

Claims 21-38 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,664,110 to Green et al. ("Green"), further in view of U.S. Patent No. 5,945,987 to Dunn ("Dunn") and U.S. Patent No. 6,188,428 to Koz et al. ("Koz"). With respect to the independent claims within this group of claims, independent claims 21, 25, 26 and 34 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Green further in view of Dunn. For

purposes of the following discussion, the patentability of independent claims 21, 25, 26 and 34 will be discussed first, before addressing the full sequence of dependent claims as set forth in the Office Action.

It is respectfully submitted that the asserted references do not sufficiently teach or suggest the limitations of independent claims 21, 25, 26 or 34, as amended, so as to render any of claims 21-38 unpatentable. Green is directed to a remote ordering system exemplified by the remote grocery list creation system disclosed in the specification. Green teaches a remote ordering terminal (also referred to as a display/processor unit, "DPU" or user device), an order processing system (including, for example, a merchant stock database system), and communication means. The remote ordering terminal includes a data entry device, a database and memory. The communication means primarily comprises a standard data bus or link to transmit the subject data between the merchant database and the DPU (Green, col. 5:7-21). The remote ordering system of Green provides the user the ability to build and edit one or more lists, located within the memory of the user device, as well as the ability to review and manipulate a user display of the contents of such lists.

Dunn discloses an interactive television ("ITV") system that is directed to providing video "trailers" to selected viewer homes in the context of a video-on-demand ("VOD") environment. The video trailers are stored in a central database, transmitted via "cable, RF, and/or satellite" (Dunn, col. 2:40) to viewer homes, where they are organized into logical grouping for ease of selection and preview.

In contrast to the cited references, the relevant independent claims of the present application are directed to network web sites. The independent claims providing basis for claims 21-38 all contain the limitation of a network web site: independent claims 21 and 25 both require "enabling a remote user to preview a portion of a pre-recorded video product from a network web site," and independent claims 26 and 34 both claim a "network web site."

Green only provides passing mention of the Internet as a means of communicating data related to the lists that have been created remotely, and does not disclose or contemplate a network web site. Green discloses a DPU modem that communicates via simple serial or parallel data transfer (Green, col. 4:61-63 and col. 5:16-19). Moreover, the data transfer of Green requires an intermediary data format/transfer computer (DFTC) between the user device and merchant

databases. This ostensibly provides an improvement over prior remote ordering systems, such as U.S. Patent No. 4,654,482, that the data transfer while connected to the merchant's order receiving apparatus can occur while the list is being created. (Green, col. 1:20-34). In response to a few instructions that might actually require data update, a CPU in the user device can command a modem to establish telephone communications with the DFTC. (Green, col. 4:61 to col. 5:6). The DFTC then communicates with the merchant database to obtain product information that can be relayed back to the user device via a minimal, discrete number of interactive data transfers. Thus, Green does not teach or suggest web site functionality, but rather discloses only the rudimentary transmission of data. To the extent that the Internet is referenced, it is only in the context of mentioning various physical layer elements that can effectuate this serial or parallel data transfer associated with the remote ordering (see e.g., Green, col. 5:15-21).

Similarly, Dunn does not teach or suggest a network web for enabling a remote user to preview a portion of a pre-recorded video. Dunn only discloses a wiring network with "cable, RF, and/or satellite" connectivity in a home television environment. Besides not teaching or suggesting the claimed network web site, the cited references also do not disclose other elements of the independent and dependent claims, as set forth below.

Green does not teach or suggest the sale of video products. Green briefly mentions that its remote ordering terminal can be used to create an order list (like the remote grocery list that is disclosed) to assist in renting video products using the remote ordering device. However, Green does not describe handling data that represents pre-selected portions of different pre-recorded video products, as is claimed in claims 21-38. Green only suggests treating an identified videotape as an item number to be transmitted.

Independent claims 26 and 34 have been amended to positively recite the element of "a tracking process that tracks the user's process throughout the network web site." As with claim 21, none of the cited references, either alone or in combination, teach or suggest a central host server or network web site that identifies and tracks the user's progress through the process of downloading a portion of a pre-recorded video product. Because Green does not disclose a network web site, Green cannot be read to suggest such features as the tracking of the user's progress through a network web site. Identifying a user and determining their progress through an interconnected series of web pages are further elements not suggested by the cited references.

Green makes no mention whatsoever of tracking a user's progress through the various pages of a network web site. It is thus respectfully submitted that claims 21-38 are not rendered unpatentable under 35 U.S.C. § 103 by the cited combination.

Furthermore, it is respectfully submitted that there is no motivation or suggestion to combine Green and Dunn. As a first matter, Green is directed to building and editing one or more lists of products that can be ordered from a remote location. Green is classified by the USPTO only in class 705, Data Processing: Financial, Business Practice, Management, or Cost/Price Determination. Indeed, Green discloses its novelty within the well-known remote ordering system scheme by stating "none of the prior art systems describes how to produce a user-interpretable description of the products placed in a list of items ... *while such list is being constructed*" (Col. 1:27-32). Availability of such "product descriptions" during list creation indicates that Green is squarely classified within this "Cost/Price Determination" area of "Data Processing, Class 705." In contrast, Dunn discloses an interactive television system having a video-on-demand ("VOD") feature that is classified in class 345 (Computer Graphics Processing, Operator Interface Processing, and Selective Visual Display Systems) as well as class 725 (Interactive Video Distribution Systems). Dunn is directed to the logical arrangement of video content, allowing a user to create manageable groups from which previews for the set of programs can be selected.

In considering the level of ordinary skill in the art at the effective date of the present claims, there would not be a motivation or suggestion to combine such dissimilar references (which are not even directly related to network web sites), either in the references themselves or otherwise; nor do the references indicate a reasonable expectation of success of such combination. Video-on-demand/interactive video distribution systems are not of special interest to the fields of Green or the network web site of the present invention. Similarly, one would not turn to the remote order creation art combined with easier cable TV program selection to reach a solution to the same problems that the claimed invention has overcome. In sum, the differences in structure between Green and Dunn (hand-held unit and merchant database versus home cable television environment) and function (creating and transmitting a list remotely versus convenient menu for ordering movies and previewing related trailers) indicate that these references are directed to non-

analogous arts. Thus, it is respectfully submitted that the § 103 rejections based on Green and Dunn are not viable due to the lack of proper motivation or suggestion to combine the references.

Claims 22 and 23 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Green and Dunn as applied to claim 21, with further citation to Green.

Claim 24 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Green and Dunn as applied to claim 21, and further in view of U.S. Patent No. 6,188,428 to Koz et al. ("Koz").

Claims 27-33 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Green and Dunn as applied to claim 26, with further citation to Green and/or a person of ordinary skill in the art.

Claims 35-38 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Green and Dunn as applied to claim 34, with further citation to Green and/or a person of ordinary skill in the art.

In regards to dependent claims 22-24, 27-33 and 35-38, it is respectfully submitted that these claims are patentable over the cited combination in light of the differences between the cited references and independent claims 21, 26 and 34, respectively for the reasons provided in previous discussion. Accordingly, applicant submits that these claims are not rendered unpatentable by the cited references.

With respect to claim 24, it is submitted that the cited Koz reference does not add any teaching or suggestion that would render the claim unpatentable. Koz is directed to a system for accessing compressed and stored video data. Koz does not teach or suggest a network web site that allows a user to preview portions of pre-recorded video products, as is claimed in claim 24. Therefore, applicant respectfully submits that Koz does not suggest, either alone or in combination, the elements of claim 24. Furthermore, it is noted that the motivation or suggestion to combine Koz with Green and/or Dunn is also absent (either explicitly or implicitly) from the prior art, the knowledge of those of skill in the art, and the nature of the problems to be solved. Therefore, in view of the amendments to the claims and the arguments set forth above, it is respectfully submitted that claim rejections under 35 U.S.C. § 103 have been overcome.

Response to Rejection Under 35 U.S.C. § 102

Claims 39 and 41 stand rejected under 35 U.S.C. § 102 as being anticipated by U.S. Patent No. 5,638,443 to Stefik et al. ("Stefik"). It has been stated that all elements in claims 39 and 41 are taught by Stefik.

It is respectfully submitted that the asserted reference does not sufficiently teach or suggest the limitations of claims 39 and/or 41, so as to anticipate them. Stefik is directed to a system for controlling the distribution and use of composite digital works, with the composite digital work being comprised of one or more individual digital works (such as a written work). In Stefik, each digital work is made up of a content part and a description part, which contains control information for the composite digital work. The description part is logically organized into a tree structure, wherein each node of the tree structure represents an individual digital work or some distribution interest in the composite digital work. The composite digital works are stored in a repository which governs access to individual works within a composite digital work by examining the usage rights of a requested individual digital work found in the description part.

In contrast, present claim 39 and claim 42 (by virtue of its dependency from claim 39) claim a network web site for "preview[ing] a portion of a written work," "retrieving and transmitting the portion of the written work," "choosing at least one portion of the written work" and "displaying the received chosen portion of the written work" among others relevant elements. Stefik does not teach or suggest the preview of a portion of a written work, nor does Stefik teach or suggest "retrieving," "transmitting," "choosing" or "displaying" of such a portion of a written work. If an authorized user of the Stefik system desires access to a written work (which can be part of a composite digital work), the user can retrieve the entire written work from the tree structure it is maintained in. However, there is no teaching in Stefik that the user of the system can "preview," "retrieve," "transmit," "choose" or "display" a portion (such as a page, paragraph, etc.) of a desired individual written work. Therefore, it is respectfully submitted that claims 39 and 42 are not rendered unpatentable by the cited reference under 35 U.S.C. § 102.

Response to Rejection Under 35 U.S.C. § 103

Claims 40 and 42 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Stefik as applied to claim 42 above, and further in view of Koz and Green. Claim 40 stands

rejected because "[i]t would be obvious to a person of ordinary skill in the art to include the rating system [of Green] in Stefik." Claim 42 stands rejected because "[i]t would be obvious to a person of ordinary skill in the art to include in Stefik et al a RAID array drive" as in Koz.

Applicant respectfully submits that in light of the remarks provided above, claim 39 is not rendered unpatentable by the cited combination. Furthermore, it is respectfully submitted that neither the remote ordering system of Green nor the video file server of Koz contain any disclosure that teaches or suggests the elements of independent claim 39. Therefore, it is respectfully submitted that claims 40 and 42, which depend from claim 39, are patentable over the cited references.

Claims 43-51 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Green, as applied to claims 43-51 [sic] above, further in view of Dunn and Stefik. It has been asserted that Green teaches all the limitations cited in claims 43-51 except as noted in the Office Action (for each claim).

In regards to independent claims 43 and 44 (the latter from which claims 45-51 depend), it is respectfully submitted that the asserted references do not teach or suggest the network web site (or associated method) for performing the various actions upon a portion of a single written work. As stated above in connection with claims 21-38, Green does not teach or suggest the network web site (or associated method) elements required by those claims. Similarly, here, the remote ordering system of Green does not disclose or render obvious the network web site element included in claims 43-51. Furthermore, as stated above in connection with claim 39, Stefik does not teach or suggest the "preview[ing]," "retrieving," "transmitting," or "choosing" of such a portion of a written work. In addition, independent claim 43 requires "interactively previewing the received chosen portion of the written work," and claim 44 requires "interactive control over the preview of the pre-selected portion of the written works." Applicant submits that the combination of Green, Stefik and Dunn does not teach or suggest these elements of independent claims 43 and 44. Therefore, it is respectfully submitted that claims 43 and 44 are patentable over the cited references.

Because claims 45-51, depend from claim 44, it is respectfully submitted that they are patentable for the reasons provided above with respect to claim 44.

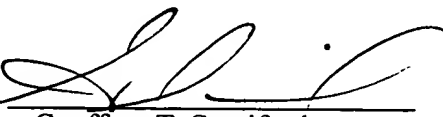
In view of the amendments and remarks provided herein, it is respectfully submitted that the instant claim rejections have been overcome, and that the pending claims are in condition of allowance.

By this amendment, new dependent claims 52-64 have been added. Applicant submits that none of the cited references teaches or suggests the additionally claimed elements of "graphically providing discrete rating selections on a computer display" of a network web site, or "gathering, from the network web site, customized market research information ... consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic user profiles." It is thus respectfully submitted that the new claims are allowable over the combination of references cited in the present Office Action. Support for the amendments and new claims submitted herein is provided in the specification, figures and claims of the application as originally filed.

If there are any additional charges, please charge them to our Deposit Account Number 04-0822.

Respectfully submitted,
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Dated: February 27, 2002

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CLEAN PARAGRAPH

On page 6, please delete lines 9-10, and insert the following in place thereof:

The preferred method may also include a plurality of compact disc – read only memory (CD-ROMs) or a RAID (Redundant Array of Independent Disks) array drive for storing the portion of pre-recorded products.

21. A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-recorded video products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

- a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user and (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products;
- b) transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;
- c) choosing at least one pre-selected portion of the pre-recorded video products from the central host server;
- d) receiving the chosen pre-selected portion of the pre-recorded products; and
- e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product.

22. The method of Claim 21 further comprising the step of rating the chosen pre-selected portion of the pre-recorded video products.

23. The method of Claim 21 wherein the central memory device comprises a plurality of compact disc - read only memory (CD-ROMs).

24. The method of Claim 21 wherein central memory device comprises a RAID array drive.

25. A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-recorded video

products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

5 a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user and (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products;

10 b) transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;

 c) choosing at least one pre-selected portion of the pre-recorded video products wherein the portion of the pre-recorded product is identified by a product code;

15 d) receiving the chosen pre-selected portion of the pre-recorded video products; and

 e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product.

26. A network web site for allowing a remote user to preview a pre-selected portion of a pre-recorded video product, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the network web site comprising:

25 a) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by the remote user;

 b) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server;

30 c) an identification (ID) process that recognizes a user ID which specifically identifies the user to the central host server;

d) a tracking process that tracks the user's progress through the network web site; and

e) a control process that provides the user with interactive control over the preview of the pre-selected portion of the pre-recorded video products.

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27. The network web site of Claim 26 wherein the portions of the plurality of different pre-selected pre-recorded video products are identified and called from the central storage device using unique product codes.

10 28. The network web site of Claim 26 further comprising a purchasing process that allows the user to place an order for purchasing at least one video product.

29. The network web site of Claim 26 further comprising a listing process that provides the user with dynamic lists of the pre-selected portions of the plurality of different pre-
15 recorded video products that have been previewed the most.

30. The network web site of Claim 26 further comprising a recording process that provides the user with a record of previous previews by the user.

20 31. The network web site of Claim 26 further comprising a ratings process that prompts the user for a rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the user's rating.

32. The network web site of Claim 31 further comprising a first market research
25 process that correlates the user rating with the user ID, for compiling market research data.

33. The network web site of Claim 26 further comprising a second market research process that correlates the user ID with all previews performed by the user, for compiling market research data.

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34. A network web site for allowing a remote user to preview a pre-selected portion of a pre-recorded video product, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the network web site comprising:

- a) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user;
- b) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server;
- c) an identification (ID) process that recognizes a user ID which specifically identifies the user to the central host server;
- d) a tracking process that tracks the user's progress through the network web site;
- e) a control process that provides the user with interactive control over preview of the pre-selected portion of the pre-recorded video products; and
- f) a demographic process, associated with the central host server, that collects demographic information regarding the user.

35. The network web site of Claim 34 further comprising a ratings process that prompts the user for a user rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the rating.

36. The network web site of Claim 35 further comprising a first market research process that correlates the user rating with the user ID, for compiling market research data.

37. The network web site of Claim 34 further comprising a second market research process that correlates the user ID with all previews performed by the user, for compiling market research data.

38. The network web site of Claim 34 wherein the demographic information is selected from the group of information types consisting of age, sex, income, ethnicity, education level, marital status, hobbies, and occupation.

5 39. A method for enabling a remote user to preview a portion of a written work from a network web site containing one or more different bodies of written work, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

10 a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the portion of the written work upon request by a remote user and (ii) a central storage device for storing portions of the one or more bodies of written work;

15 b) transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;

c) choosing at least one portion of the written work from the central host server;

d) receiving the chosen portion of the written work; and

20 e) displaying the received chosen portion of the written work.

40. The method of Claim 39 further comprising the step of rating the chosen portion of the written work.

25 41. The method of Claim 40 wherein the central memory device comprises a plurality of compact disc - read only memory (CD-ROMs).

42. The method of Claim 40 wherein central memory device comprises a RAID array

drive

43. A method for enabling a remote user to preview a portion of a written work from a network web site containing one or more different bodies of written work, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

5 a) using the remote user's computer to establish a telecommunications link to the network web site wherein the network web site comprises (i) a central host server coupled to a communications network for retrieving and transmitting the portion of the written work upon request by a remote user and (ii) a central storage device for storing pre-selected portions of the one or more different bodies of written work;

10 b) transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site;

 c) choosing at least one portion of the written work wherein the portion of the written work is identified by a product code;

15 d) receiving the chosen portion of the written work; and

 e) interactively previewing the received chosen portion of the written work.

44. A network web site for allowing a remote user to preview a pre-selected portion of a written work, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the network web site comprising:

20 a) a central host server coupled to a communications network for retrieving and transmitting the pre-selected portion of the written work upon request by the remote user;

25 b) a central storage device for storing pre-selected portions of a plurality of different written works, the central storage device coupled to the central host server;

 c) an identification (ID) process that recognizes a user ID which specifically identifies the user to the central host server; and

30 d) a control process that provides the user with interactive control over the preview of the pre-selected portion of the written works.

45. The network web site of Claim 44 wherein the portions of the plurality of different pre-selected written works are identified and called from the central storage device using unique product codes.

5 46. The network web site of Claim 44 further comprising a purchasing process that allows the user to place an order for purchasing at one least written work.

47. The network web site of Claim 44 further comprising a listing process that provides the user with dynamic lists of the pre-selected portions of the plurality of different
10 written works that have been previewed the most.

48. The network web site of Claim 44 further comprising a recording process that provides the user with a record of previous previews by the user.

15 49. The network web site of Claim 44 further comprising a ratings process that prompts the user for a rating of a particular one of the pre-selected portions of the plurality of different written works and storing the user's rating.

20 50. The network web site of Claim 49 further comprising a first market research process that correlates the user rating with the user ID, for compiling market research data.

51. The network web site of Claim 44 further comprising a second market research process that correlates the user ID with all previews performed by the user, for compiling market
research data

25 52. The method of claim 21, further comprising a step of rating one of the pre-recorded video products, wherein the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.

30 53. The method of claim 21, further comprising a step of gathering, from the network web site, customized market research information according to one or more desired parameters

selected from the group consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic user profiles.

54. The method of claim 22, wherein, in association with the rating step, the user is
5 graphically provided with between 3 and 8 discrete rating selections on the computer display.

55. The network web site of claim 26, further comprising a ratings process that prompts the user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with between 3 and 8 discrete rating selections.

10 56. The network web site of claim 26, further comprising a customizable market research process that gathers, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and
15 demographic user profiles.

57. The network web site of claim 31, wherein, in association with the rating process, the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.

20 58. The network web site of claim 34, further comprising a ratings process that prompts the user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with between 3 and 8 discrete rating selections.

25 59. The network web site of claim 34, further comprising a customizable market research process that gathers, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic user profiles.

60. The network web site of claim 35, wherein, in association with the rating process, the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.

5 61. The method of claim 39, further comprising a step of rating one of the written works, wherein the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.

10 62. The method of claim 39, further comprising a step of gathering, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic user profiles.

15 63. The method of claim 40, wherein, in association with the rating step, the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.

20 64. The network web site of claim 44, further comprising a ratings process that prompts the user for a rating of one of the written works, wherein the user is graphically provided with between 3 and 8 discrete rating selections.

25 65. The network web site of claim 44, further comprising a customizable market research process that gathers, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic user profiles.

30 66. The network web site of claim 49, wherein, in association with the rating process, the user is graphically provided with between 3 and 8 discrete rating selections on the computer display.